



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
172 Pembroke Road, Concord, New Hampshire 03301

Jeffrey J. Rose
Commissioner

Victoria Cimino
Director

TEL: 603-271-2665
FAX: 603-271-6870
TRAVEL GUIDE: 800-386-4664
WEBSITE: www.visitnh.gov
E-MAIL: travel@dred.state.nh.us

Department of Resources and Economic Development
Research Services
Request for Proposals

Issue Date: Tuesday, April 13, 2016

Title: Research Services

Issuing Agency: State of New Hampshire
Department of Resources and Economic Development
Division of Travel & Tourism Development
172 Pembroke Road
Concord, NH 03301

Period of Contract: July 1, 2016 through June 30, 2018
(with an option to extend through June 30, 2020)

Proposal Deadline: Thursday, May 12, 2016
**Proposal must be received at DRED not later than 3:00 p.m.*

All inquiries for information should be directed to:

Amy Bassett, Deputy Director
Email: amy.bassett@dred.state.nh.us

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord, NH 03301.

1. Purpose

The purpose and intent of this Request for Proposals (RFP) is to enter into a contract for a period of two years (July 1, 2016-June 30, 2018) with an option to renew through June 30, 2020, upon the agreement of both parties and the Governor and Executive Council.

The qualified firm will serve as the NH Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development's (DTTD) research partner, tasked with the development and execution of a comprehensive research program. The program will not only track performance, but also inform strategic marketing decisions.

Travel and tourism is New Hampshire's second largest industry, producing \$5.1 billion in visitor spending, employing approximately 68,000 full- and part-time jobs. DTTD oversees a variety of marketing activities, including advertising, publication development, cooperative marketing initiatives, public relations, tradeshow, and consumer events.

2 Definitions

- 2.1 "Selected Vendor" refers to the Offeror under this Request for Proposals (RFP) with which the Department of Resources and Economic Development (DRED) negotiates a contract. The terms in this RFP referring to "Selected Vendor" represent contract terms that will be a part of the final contract.
- 2.2 "Offeror" refers to any individual, corporation, partnership or agency that responds in writing to this RFP. "State" refers to the State of New Hampshire; "DTTD" refers to the Division of Travel and Tourism Development.
- 2.3 The "Contract" is the resulting contract entered into between DRED and the successful Offeror.

3 Objectives

The selected vendor will coordinate DTTD's tourism research program. The research program must achieve the following:

- Serve as DTTD's key partner and research expert
- Demonstrate the industry's performance and economic impact
- Validate DTTD's advertising effectiveness and Return on Investment
- Report lodging occupancy percentage, average daily rate (ADR), and revenue per available room (RevPAR)
- Communicate domestic and international travel trends and news
- Provide forecasting and trip growth
- Develop domestic travel profiles

4 Scope of Work

Using a \$200,000 funding level, proposals must be based on a 12-month period of time and address each item listed below.

- Monthly/Seasonal travel reports including, but not limited to:
*NOTE: Specific elements will need to be structured by travel region, additional geographic analyses may be requested
 - Rooms and Meals Sales
 - Tax Revenue
 - Visitation
 - Visitor Spending
 - Travel Sector Employment
 - Airline Passengers/Vehicle Rentals
 - Gas Prices
 - Exchange Rates
- Monthly lodging reports (by travel region) including, but not limited to:
 - Occupancy percentage
 - ADR
 - RevPAR
- Monthly reports outlining domestic and international travel trends/news
- Annual market share report
- Annual advertising effectiveness and Return on Investment reports
- Forecasting
 - Seasonal/holiday forecasts
 - Annual report illustrating actuals/projections over a ten-year period of time that includes visitation, spending, projected trip growth by source market
 - Annual report communicating macro forecast assumptions (U.S. and Global Economies)
- Develop Annual Domestic Travel Profiles, to include but not limited to:
 - States of origin
 - Household income
 - Household size
 - Presence of children
 - Age
 - Education
 - Purpose of trip
 - Mode of transportation
 - Regions visited
 - Expenditures
 - Accommodation
 - Trip activities
 - Trip activities
 - Trip planning sources
 - Booking sources
- Transfer relevant data to DTTD's dashboard

- Attend industry events
- Participate in New Hampshire-based conferences and events

5 General Requirements

5.1 Copies and Distribution of Proposal

- 5.1.1 In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original, (1) electronic version and four (4) copies of each proposal must be submitted to the DRED. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to present to the selection committee, if requested.

5.2 Organization and Experience

- 5.2.1 Demonstrate the Offeror's financial capability to provide the work described in Section 4: Scope of Work.
- 5.2.2 Provide resumes/portfolios of individuals or subcontractors performing major duties and functions under the proposed contract; include role, responsibility, and qualifications.
- 5.2.3 Demonstrate experience within the travel sector.
- 5.2.4 Provide relevant case studies.
- 5.2.5 Explain previous contracted services provided to State, if any.

5.3 Oral Presentation

- 5.3.1 Offerors who submit a written proposal in response to this RFP may be selected to make an oral presentation. DRED will schedule the time and location of these presentations.

5.4 Financial Standing

- 5.4.1 An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal

5.5 Proposal Inquiries

- 5.5.1 All inquiries concerning this RFP, including but not limited to requests for clarification, questions shall be submitted by e-mail to:

Contact: Amy.Bassett@dred.nh.gov

RFP Reference: Research

Questions due by Tuesday, April 20, 2016

5.6 Restriction on Contact with State Employees

- 5.6.1 From the date of release of this RFP until an award is made, all communications with personnel employed by or under contract with the State regarding this RFP is forbidden unless first approved by the point of contact set forth in Section 5.5

6 Specific Requirements

- 6.1 Proposals should be as thorough and detailed as possible. Responses must be structured as outlined below. Offerors are required to submit the following items as a complete proposal.

6.2 *Experience, Qualifications, and Strategic Exercise:*

- 6.2.1 Complete "Contractor Data Sheet" (Attachment A).
- 6.2.2 A written one-page introductory statement including:
- Experience in providing services as described in Section 4.
 - Expertise of participating personnel including, but not limited to, those identified in Attachment A and a description of training and development programs that ensure all personnel assigned to contract are capable and qualified.

6.3 Proposal Submissions

- 6.3.1 All information requested must be submitted. Failure to submit this information at time of bid will render the proposal non-compliant and will result in a disqualification.
- 6.3.2 Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 4: Scope of Work*.
- 6.3.3 Proposals should be as thorough and detailed as possible so that the DRED may properly evaluate Offeror capabilities to provide the required services.
- 6.3.4 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. The State is not responsible for the cost of proposals.
- 6.3.5 The original copy must remain at DRED, available for public inspection/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DRED and DRED shall be subject to the provisions and requirements of RSA chapter 91-A (the New

Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

- 6.4 Financial Terms - Complete "Rates and Fees Schedule" (Attachment B).
- 6.5 A written description of research capabilities.
- 6.6 A presentation of proposed strategy, methodologies, and execution (if requested).
- 6.7 Provide at least four recent client references, of which at least two (2) shall be tourism-related. Include contract/service dates and contact information.

7 Evaluation and Award Criteria

- 7.1 All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of DRED and the tourism industry.
- 7.2 All written proposals will be evaluated and scored on a 100 point basis on the following criteria (Attachment F), which will be accorded the relative weight indicated in parentheses:
 - Experience and Qualifications of key staff and subcontractors (30 points)
 - Scope of Work (40 points)
 - Creativity/Innovation (15 points)
 - Budget Approach/Cost Effectiveness (15 points)
 - **Grand Total (100 points)**
- 7.3 Offeror(s) must meet a minimum threshold of 60 points to be considered for further evaluation. Offeror(s) deemed to be best qualified among the written proposals will be identified on the basis of evaluation factors stated in Section 7.2.
- 7.4 Identified Offeror(s) will be selected to provide a creative presentation to further evaluate Offeror's capabilities. These presentations will be graded on a 20 point scale, outlined in the Proposal Score Sheet (Attachment F). DRED will notify finalists at least 10 days prior to creative presentation to schedule times and determine location. The score for oral presentation will be added to the scoring for the written proposal to reach a final evaluation score.
- 7.5 The Selected Contractor will be notified in writing. DRED and the Selected Contractor shall negotiate a contract containing the terms in the RFP/proposal. If DRED is unable to negotiate a satisfactory contract with the first Selected Contractor, DRED may undertake negotiations with the next recommended Offeror.
- 7.6 The proposed Contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of Contract. The contract approved by the Governor and Executive Council will be effective July 1, 2016.
- 7.7 Offerors are advised that pursuant to New Hampshire Law, all information regarding RFP proposals, except for the number of Offerors, is confidential until five (5) days before submission of a contract to the Governor and Executive Council. After award of the contract, all RFP proposals, presentations and other documents may be subject to public disclosure pursuant to RSA 91-A. Accordingly, Offerors are requested to clearly identify any materials

that they believe to be proprietary or confidential prior to submission of their proposals and/or presentations.

7.8 Proposed Timetable

Request for Proposals Issued	Wednesday, April 13, 2016
Deadline for Questions	Tuesday, April 19, 2016
Responses to Questions	Tuesday, April 26, 2016
Written Proposal Deadline	Thursday, May 12, 2016
Invitations to Present	Thursday, May 26, 2016
Oral Presentations	Thursday, June 2, 2016
Award Announcement	Monday, June 6, 2016
Contractual & Approval Process	June-July 2016
Contract Effective	Upon Governor & Council Approval

8 Conditions

Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

- 8.1 Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.
- 8.2 Conformance With Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.
- 8.3 Amending or Canceling: The State reserves the right to amend this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.
- 8.4 The State reserves the right to cancel this RFP, decline to award a contract related to this RFP and/or to re-issue or this RFP.
- 8.5 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.6 Contract Format: The successful contractor will be required to sign or provide the following documentation:
 - Service Contract Form – Form P-37 (Attachment C)
 - Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The Contractor is required to provide this document on corporate letterhead, signed by the Chairman of the Board or similarly authorized person.
 - Certificate of Good Standing document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.
 - Comprehensive general liability insurance against all claims of bodily injury, death, or property damage in amounts not less than \$1,000,000 per occurrence

and \$2,000,000 aggregate, and special cause of loss coverage form covering all property in DRED in an amount not less than 80% of the whole replacement value of the property (Section 14 Insurance of the State Agreement Form P37).

- 8.7 Speaking on behalf of the State of New Hampshire/DRED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DRED.
- 8.8 The Contractor may "subcontract" services. Proposals that include subcontracting services must include information identifying the subcontractor(s) and demonstrate the subcontractor(s)' qualifications to perform the services, and a letter from the proposed subcontractor(s) stating their intent to subcontract on this project. The prime contractor will be responsible for all services provided by, and obligations of its subcontractor(s). All communications, departmental direction, invoices and payments will be processed through the prime contractor. All data generated as a result of this contract is the exclusive property of DTTD.
- 8.9 Contractor is to provide DTTD with 90 days written notice of any proposed changes to subcontractor.
- 8.10 The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Contractor.
- 8.11 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.
- 8.12 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed Liquidated Damages of \$1,000.00 per week, or portion thereof, until the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DRED of such event – in writing- DRED may allow the Contractor to exceed a production, revision or delivery date with no Liquidated Damages assessed.